Secta. II-37—100,000—21-5-48.

M1

Pub (Genl 1) (195[illegible]) Department.

M5 SERIES.

G.O. No. 2-80

280

Dated 1.2.48

[Despatch Abstract.]

Legislative Council Question - Newspapers - Selection for Government advertisements - Papers - Recorded.

SELECTION OF NEWSPAPERS AND PERIODICALS FOR GOVERNMENT ADVERTISEMENTS.

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*Q.143.--SRI R. SURYANARAYANA RAO: Will the Hon. the Minister for Public Works be pleased to state--

(a) the considerations which influence Government in selecting newspapers and periodicals for giving Government advertisements;

(b) the authority competent to give these advertisements;

(c) the names of newspapers and periodicals which are now in receipt of these advertisements;and

(d) whether the list is subject to revision and if so how often and who the authority competent to revise the list is?

THE HON. SRI M. BHAKTAVATSALAM:-- "(a) Wide publicity and rates of advertisement are the chief criteria for selecting newspapers for publishing Government advertisements.

"(b) The Departments of Secretariat, Heads of Departments and other officers concerned are competent to give advertisements.

"(c) A list of newspapers suitable for Government advertisements is laid on the table of the House.

"(d) The list is revised by Government as and when it is considered necessary."

SRI R. SURYANARAYANA RAO:--"May I know, Sir, why in certain daily newspapers of the City of Madras, certain Government advertisements appear, and in the case of other newspapers they do not, in spite of the fact that their circulation is better than the circulation of the papers which receive advertisements?"

THE HON. SRI. M. BHAKTAVATSALAM:--"As I have already stated, a list of newspapers which Government consider suitable for advertisements has been furnished to the heads of Departments, and they are asked to select the papers for giving their advertisements."

SRI R. SURYANARAYANA RAO:--"May I know, then , Sri, whether the head of a department, who is authorized to exercise his discretion, can given advertisement to a paper the circulation of which is poor?"

THEN HON. SRI M. BHAKTAVATSALAM:--"If the hon. Member would bring to the notice of Government that there is a wrong exercise of this discretion by any head of the department, Government will take up the matter."

SRI S.B. ADITYAN:--"Is it a fact, Sir, that the Madras Government are employing a European agency for placing advertisements in Madras Newspapers?"

THE HON. SRI M. BHAKTAVATSALAM:--"Notice, Sir."

APPENDIX.I.

(Vide answer to starred question No.143 asked by Sri R. Suryanarayana Rao at the meeting of the Legislative Council held on the 8th November 1947, page 762 supra.).

List....
p.t.o.

LIST OF NEWSPAPERS SUITABLE FOR GOVERNMENT ADVERTISEMENTS.

MADRAS CITY.

1. Mail.
2. Hindu.
3. Dhinamani.
4. Indian Express.
5. Swadesamitran.
6. Andhra Patrika.
7. Sunday Times.
8. Andhra Prabha.
9. Ananda Vikatan.
10. Hanuman.
11. Hindustan.
12. Tamil Mani.
13. Liberator.
14. Musalman.
15. Vinodhan.
16. Vinodhini.
17. Sunday Observer.
18. Shakti.
19. Kalki.
20. Jadeed Dilchasp.
21. Navajeevana.
22. Indian Women's Civil Corps Journal.
23. Swatantra.
24. Thyagi.
25. Jai Bheem.
26. Navodaya.
27. Bharat Devi.
28. Free Press.
29. Dinasari.
30. Sunday Herald.
31. New Times.
32. Dhanka.
33. Anandavani.
34. Madras Commercial Review.
35. Matru Bhumy.
36. Tamil Murasu.
37. Pisture Post.
38. Silpi;Andhra Silpi.
39. Prajabandhu.
40. Jayakeralam.
41. Indian Journalist.
42. Surya Prabha.
43. Commercial Progress.
44. Chitrangi.
45. Sirpi.
46. Tamil Kalai.
47. Samata.
48. Munnetram.
49. Azad Nowzawan.
50. Andhra Herald.

ANANTAPUR DISTRICT.

Sri Sadhana Patrika.

NORTH ARCOT DISTRICT.

Thennadu.

BELLARY DISTRICT.

Nava Sandesh.

CHITTOOR DISTRICT.

Rayalaseema.

COIMBATORE DISTRICT.

1 Kudiyarasu
2. Koojaravu.
3. The Coimbatore Times.

EAST GODAVARI DISTRICT.

1. Sudharma
2. Praja Patrika
3. Telugu Prema Pracharak.
4. Jai Bheem.
5. Venela.

WEST GODAVARI DISTRICT.

Manjuvani.

GUNTUR DISTRICT.

1. Radical
2. Pakistan.

SOUTH KANARA DISTRICT.

1. Swadeshabhimani.
2. Rastrabhandu
3. Swatantrabharatha.
4. Janmabhoomi.
5. Human Affairs.

p.t.c

KRISTNA DISTRICT.

1. Krishnapatrika.
2. Desa Seva.
3. Janmabhoomi.
4. Prajasakthi.

MALABAR DISTRICT.

1. Chandrika.
2. Champion
3. Powrasakti.
4. The Malabar Herald.
5. Mathru Bhumi.
6. Harbinger.
7. The Manorama.
8. The Mitran.
9. The West Coast Spectator.
10. Janasakthi.
11. The West Coast Reformer.

NELLORE DISTRICT.

Zamin Ryot.

NILGIRIS DISTRICT.

South of India Observer.

RAMNAD DISTRICT.

1. Kumaran.
2. Chittinad.

TANJORE DISTRICT.

1. Yatharthavachani.
2. Nava India.
3. Catholican.

TRICHINOPOLY DISTRICT.

1. Shivaji.
2. City Herald (Nagara Thoothan).
3. Dravidamani.
4. Samarasam.

VIZAGAPATAM DISTRICT.

Visakha Patrika.

MADURA DISTRICT.

Thanti.

Public (General-B) Department.

The papers may now be recorded in a Ms.No. for future reference and guidance.

Sd. x x
6-2-48.

G.O.No.Ms.280, dated 7-2-48.

Legislative Council Question - Newspapers - Selection for Government advertisements - Papers recorded.

/True copy/

Office Assistant,
Madras Record Office.

PSR. 25-9-53.

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